The following is a list of the FCC proceedings in which the Massachusetts Broadcasters Association (MBA) participated, or plans to participate, during 2012. These cases are alphabetically before the FCC and illustrate the vigorous efforts of the MBA to protect and advance the best interests of the free, local, over-the-air, radio and television industries before the FCC.

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More Success Stories from the Continuing Education Reimbursement Program!

The first year of the Continuing Education Reimbursement Program has come to an end, and with it, some very great success stories! Throughout 2012, the Massachusetts Broadcasters Association reimbursed employees at member stations up to $500 for industry-related courses, workshops, seminars, conferences, books, etc., that were aimed at broadening their knowledge and skills as needed for any broadcasting career. We had applications from everyone from General Sales Managers to on-air engineers and producers to take our programs. Here’s what some of the most recent recipients had to say:

I was ecstatic when my boss Craig told me about the MBA’s Continuing Education Reimbursement Program. My name is Robyn Lee and I am an advertising developing (newspaper, social media, radio commercials) for a radio station based in Springfield. My position demands that I stay current with the industry trends and once they were approved I went ahead and signed up. I signed up for a Photoshop course being offered at a local community college. The MBA scholarship was such a blessing; it helped cover the majority of the costs of these classes, and most importantly made me a more vital asset to my company. The process was simple. I checked with the MBA to make sure the course was one that they would reimburse employees at member stations up to $500 for. Once approved I applied. I think this is a great program for the working adult and gives us the opportunity to continue to grow and keep pace with the fast moving industry. And I can’t wait to use the skills I’ve gained from my course to broaden my mind and give me the freedom to work on projects that I’ve dreamed of doing.

– Robyn Lee, WSMR-FM/AG

The Massachusetts Broadcasters Association held the second annual Sound Bites Advertising and Marketing Event in Natick, MA.

Still got the blues? Don’t even think about it! On the 24th of November, the MBA held the second annual Sound Bites Annual Meeting and Mingling Event. This annual event is a chance for member stations to network with one another and meet up with old friends.

The day began with two simultaneous seminars – one for programmers and a second one for sales. Renowned sales trainer Paul Weyland presented “Talk Is Cheap and Sell Like a Madison Avenue Ads” a course on hard selling skills, but at very low cost.

Paul Weyland talks sales to a crowded room. Doors for both seminars filled to the brim. Visitors from General Sales Managers to on-air personalities agreed to pay the opportunity the MBA has given them. One attendee called in from NYC during the heart of Hurricane Sandy and couldn’t travel out of the state) spoke to her colleague via Skype. She presented “VALUES AND ALTRUISM In Your Community” for station personnel and on-air talent.

Empowering sales skills with the Sound Bites Seminar:

‘The sound of my voice is all I need to present the story’

Following closely behind him was Renowned local radio host for WMCI-AM & WATD-FM, Dan and Stephanie in the Morning. Renowned sales trainer Paul Weyland talks sales to a crowded room. Doors for both seminars filled to the brim. Visitors from General Sales Managers to on-air personalities agreed to pay the opportunity the MBA has given them. One attendee called in from NYC during the heart of Hurricane Sandy and couldn’t travel out of the state) spoke to her colleague via Skype. She presented “VALUES AND ALTRUISM In Your Community” for station personnel and on-air talent.

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